

**PX 180**  
**(Google's Proposed Redactions)**

**Produced in Native**

Client	Buying Door	Agency	Hold Co	Payments Profile
Army	DV360	OMD	Omnicom	
ARNG	DV360	OMD	Omnicom	
USAF	Direct	GSD&M	Omnicom	
USSF	Direct	GSD&M	Omnicom	
Navy	Direct	Wavemaker	Group M	
USMC	Direct	Mindshare	Group M	

	Demo	guarnteed
US Department of Defense8807-8357-1919	Influencers: 25+	No
US Department of Defense8807-8357-1919	Influencers: 25+	No
UNITED STATES DEPARTMENT OF THE AIR FORCE; do 18-24)		No
UNITED STATES DEPARTMENT OF THE AIR FORCE; 18-44		No
N/A	18-24	No
United States Marine Corps8921-1874-2783	<b>M18-24 + DAR</b>	<b>YES</b>

<b>Lineups?</b>	<b>Affinities?</b>	<b>Buys BOV?</b>	<b>Viewability Vendor</b>	<b>Viewability Billing</b>
No	Yes	No	Double Verify	N/A
No	Yes	No	Double Verify	N/A
check	Sometimes	No	N/A	N/A
No	buy	No	N/A	N/A
No	Yes	No	MOAT	MOAT
No	Yes	No	Nielsen DAR	DAR Guarantee

**Viewability Vendor ID**

[REDACTED]  
[REDACTED]

N/A

N/A

wavemaker

**Brand Safety Vendor**

Double Verify

Double Verify

N/A

N/A

***Open Slate (TBD)***

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**Brand Safety Vendor ID**

[REDACTED]  
[REDACTED]

N/A

N/A

***Open Slate (TBD)***

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Brand Lift Vendor	Brand Lift Vendor ID	ADH Vendor
Kantar		N/A Programmatic
Kantar		N/A Programmatic
Kantar		N/A
N/A	N/A	N/A
N/A	N/A	Innovid
N/A	N/A	Innovid

ADH Vendor ID	Include Brand Lift?	Include Search Lift?
N/A Programmatic	Yes	<div></div>
N/A Programmatic	Yes	<div></div>
N/A	Yes	Yes
N/A	Yes	Yes
	Yes	Yes
	Yes	Yes